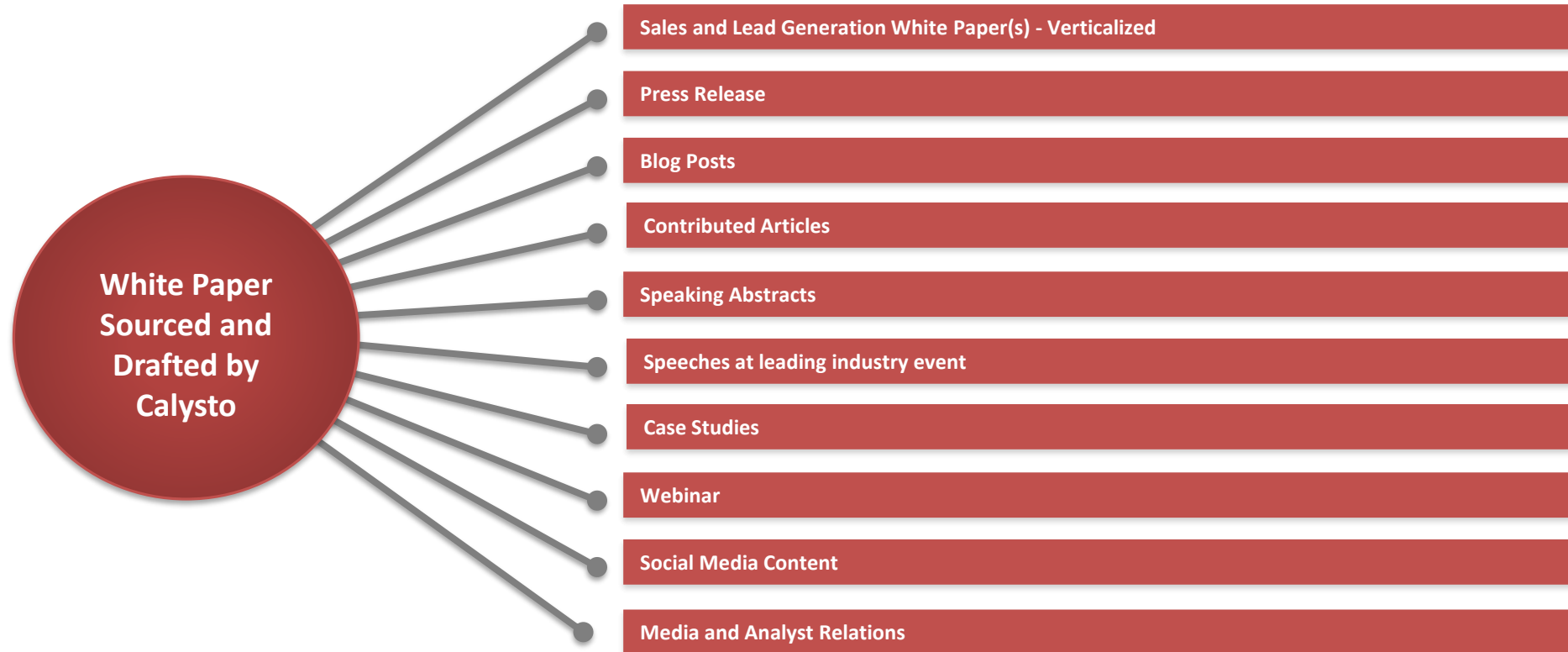




Calysto Case Study: Content Repurposing Plan to Drive Sales and Lead Generation





Content Repurposing Plan to Drive Sales and Lead Generation

White Paper

WHITEPAPER

Master Your IoT with a Single, Comprehensive Solution.

LONGVIEW
A CARNEGIE TECHNOLOGIES COMPANY

Content Calendar

User Journey Tag	Buying journey contribution	When to use	Asset Title (Sample)
			That for the best "nextpost"
News	Technology professionals are keeping tabs on developments within specific product/technology classes and across the technology industry as a whole.	This classification can be used for stories that take the form of news items, though others may fit here as well.	Press release(s)
Books	Technology professionals are doing exploratory research into a technology or product class, looking for high-level, overview information.	This classification is used for content that takes a broad topic, explaining what it is, how it works and its pros and cons.	One Pager
Evaluate	Stakeholders are at the decision making stage, digging into product/technology details and possibly comparing multiple products.	This classification is used for content that provides technical details on a single product, multiple products or a technology class.	White Paper
Manage	Product/technology has been chosen and/or being deployed or has already been deployed. Users are engaged in optimizing the product/technology.	This classification is used on content that explains how to deploy a product/technology or provides best practices for managing it.	Product Guide
Problem-Solve	Product/technology is in use and users are engaged in troubleshooting issues.	This classification is used on content that aims to resolve specific problems that might ensue following implementation.	Customer Service Guide

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IoT

Longview IoT Announces Super-B Protocol to Bring QoS, FOTA to LoRa Networks

By scheduling messages, Super-B helps companies achieve up to 90% network capacity

SANTA CLARA, Calif. and AUSTIN, Texas, May 14, 2019 (GLOBE NEWSWIRE) -- Longview IoT, a Carnegie Technologies company, today announced the launch of Super-B, an advanced, patent pending protocol designed to bring quality of service (QoS) to LoRa based IoT networks. Super-B, which is available as part of Longview IoT's comprehensive IoT solution, allows organizations to achieve up to 90 percent capacity on their LoRa networks, opening the path for enterprise organizations to use effectively scale their IoT deployments and successfully conduct firmware over-the-air (FOTA) updates—without adding hardware. Longview IoT will showcase its comprehensive IoT solution with Super-B at Internet of Things World 2019 (South Hall) May 15-16, 2019, at the Santa Clara Convention Center.

All private LPWAN networks including LoRa networks operate in unlicensed spectrum, which can be significantly interference-prone, as sensors from IoT networks talk to the network, and over each other, to report their data. This creates significant data loss, with companies often programming their sensors to transmit messages multiple times to improve the chances of a successful transmission. This practice further compounds the interference problem.

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IoT

Announcement

LONGVIEW IoT ANNOUNCES SUPER-B PROTOCOL TO BRING QoS, FOTA TO LORA NETWORKS

LONGVIEW
IoT

Connecting the world through content + communications

MOBILE • WIRELESS • TELECOM • IT • IOT

Schedule of Briefings

*All times PT and at the Longview Booth unless otherwise indicated

Primary Spokesperson
Brad Bush, Managing Director

Tuesday, May 14th

2:30 pm PT Steve Bell, Heavy Reading
Steve's mobile: 947-912-1125
*Briefing in Hyatt Lobby

4:00 pm PT Brian Buntz, IoT World Today
Brian's mobile: 510-365-5683

5:30 pm PT Roy Murdoch, VDC Research Group
Roy's mobile: 310-310-5481

Wednesday, May 15th

10:00 am PT Josh Bultz, IHS iStar/it Research
Josh's mobile: 202-247-5117



Longview IoT
157 followers
7mo •

Our managing director Brad Bush is speaking at #IoTWorld2019. "Taking #LoRa Connectivity to the Next Level" Don't miss it! May 15 @ 2:20pm PT

BRAD BUSH
Managing Director at Longview IoT, a Carnegie Technologies Company

enterprise IoT insights

Indoor Cellular Coverage Solutions 2019: Hype vs. Reality

Channels News Opinion Fundamentals Use cases Analyst angle Reports Webinars White paper

Topics Autonomous Vehicles Smart Home Energy Healthcare Buildings Smart Cities Smart Factory

Internet of Things (IoT) Five things that are (still) holding back the IoT (Reader Forum)

INTERNET OF THINGS (IoT) OPINION READER FORUM

Five things that are (still) holding back the IoT (Reader Forum)

Brad Bush, managing director, IoT Longview • March 1, 2019



Content Repurposing Plan to Drive Sales and Lead Generation

White Papers

- Source and draft technical white paper on patented technology
- Verticalize white paper per market:
 - Healthcare
 - Manufacturing
 - Oil & Gas
 - Agriculture
- Draft 4 sales lead outreach emails to personas along the Buyer's Journey –sent by salespeople with white paper attached for free
- Set up lead generation site and include link in press release, blog(s) and other distributable content
- Capture leads by online form
- Develop Hubspot™ content – 8-10 short pieces
- Develop Sales collateral from the white paper to be disseminated at the show

Press Releases

- Announce content from white paper in Positioning Press Release at IoT World 2019 upcoming event
- Pitch the angle to the media prior to event to solicit news stories before, during and after announcement
- Develop customer announcements after first announcement. Repeat media strategy
- Draft press release based on each customer and announce BEFORE the article appears in print. Calysto to coordinate timing and collaboration

Blog Posts

- Develop 10 top-level blogs that encompass breadth of white paper
- Develop and schedule a series of detailed blogs based on the sections of the white paper. Link all back to **landing page** for download
- Revisit in 12 months to see if white paper can be updated and new posts created.
 - Week 1: Overview post
 - Week 2: IoT/M2M security
 - Week 3: Break down further by calling out specific tactics users can take
 - Week 4: Simplification
 - Week 5: Break down further by calling out specific tactics
 - Week 6: Monetization
 - Week 7: Scalability
 - Week 8: Break down further by calling out specific tactics
 - Week 9: Standards

Media and Analyst Relations

- Repurpose content from white paper into analyst and media presentations
- Develop schedule of pre-show, during and post-show Analyst Briefings
 - Develop Briefing Memos to prepare spokespeople
 - Coach spokespeople
 - Conduct media training (as needed)
- Develop schedule of pre-show and at-show Media Interviews
 - Develop Briefing Memos to prepare spokespeople
 - Conduct embargoed interviews
 - Conduct on-site at show interviews
 - Conduct follow-up to garner coverage

Contributed Articles

- Rework executive summary, and use three of the 5 key issues for Abstract 1 to be pitched to: *IoT Agenda*, *IoT for All*, *IoT Today*, *RCR*, *FierceWireless*
- Rework introduction, and use three of the 5 key issues for Abstract 2 (overlap biggest topic)
- Repeat as opportunities arise for additional articles if secured
- Synthesize storylines and collaborate with client to determine priorities for further contributed articles based on blog ideas
- Identify 3-5 key publications who could be interested in each angle
- Rework introduction and use 3 of the 5 key issues for Abstract 2 (overlap Simplification as that's something that would work well in either group of 3)



Content Repurposing Plan to Drive Sales and Lead Generation

Speaking Abstracts

- Tweak and use executive summary of white paper for key industry event and provide more of an overview abstract for session
- Tweak and use short abstract plus one key section from white paper
- Tweak and use short abstract plus one customer for multiple IoT and application of 5G tracks for larger event (such as CES or MWC)

Presentation and Speech(es)

- Repurpose content from white paper into presentation
- Develop speeches for 2 speaking opportunities at the event
 - Develop speaker notes
 - Practice speeches
 - Conduct presentation training
- Videotape speeches for use in social media and booth exhibit future

Case Studies

- Identify 2-3 key customers that are a key focus area for this white paper
- Draft sidebar section(s) of white paper for each customer
- Draft abstract to be pitched to the media based on each customer
- Draft full-length case study based on each customer
- Publish case studies to website after articles appear

Webinars

- Collaborate with third party on syndication
- Recommend 3-5 potential analysts to emcee webinar
- Develop content from white paper into slide deck and talking points for webinar
- Hire Informa to coordinate logistics
- Tie webinar into pre-show planning events to encourage

Social Media

- Draft and schedule 2 Tweets/day for two weeks pointing to each blog
 - Create schedule of Tweets based on blog post schedule
- Draft 5 LinkedIn articles utilizing different sections of the white paper
 - Create schedule of Articles based on blog post schedule